

## CLAIMS

I claim:

1. A method to lower labor and marketing cost of a commercial website, comprising steps of:
  - (a) identifying types of qualified communities in a nation, which ranges between 1,000 and 100,000 in population, has at least one POG, and operates culturally, economically and/or geographically as a single unit;
  - (b) selecting a type of qualified community from said types of qualified communities;
  - (c) determining what type of commercial website is needed by said selected type of qualified community;
  - (d) preparing a template website application in accordance with said determination;
  - (e) preparing an incentives package comprising of template website application, subsequent web-hosting service, and a permission to potential operator group to keep all revenue generated by operation of a mid-sized commercial website, to be built from and operated with said incentives package;
  - (f) identifying and making a list of all selected type of qualified communities in a nation;
  - (g) selecting a qualified community according to the order of the said list;
  - (h) identifying and making a list of all potential operator groups in said

qualified community, which are economically situated to accept a cost-free website application and web-hosting incentives package, staffed with volunteers or low-cost personnel to operate a mid-sized commercial website in the qualified community at little or no labor and marketing cost, and possesses an established communication channel with constituents of qualified community;

- (i) selecting a potential operator group according to the order of said list;
- (j) offering said incentives package cost-free to said potential operator group, conditioned upon said potential operator group's granting of a license to an ASP/WSP to freely use website traffic and website content data to be generated in said mid-sized commercial website of a potential operator group;
- (k) receiving said license, if said potential operator group grants said license; or select another potential operator group by repeating steps (i), (j), and (k), if said potential operator group rejects granting of said license;
- (l) providing said incentives package cost free to said potential operator group,
- (m) assisting said potential operator group in setting up and running a mid-sized commercial website to be derived from said incentives package;
- (n) repeating steps (g), (h), (i), (j), (k), (l) and (m) until last qualified community on said list of all selected type of qualified communities has

been offered an incentives package; and

(o) preparing a consolidated commercial website, which uses all website traffic and website content data gathered from all of said mid-sized commercial websites.

2. The method according to claim 1, wherein provision of said incentives package to said potential operator group is further conditioned on a potential operator group's granting of license to use database of said potential operator group's commercial website's registered membership without fee or with a low fee.
3. The method according to claim 1, wherein said incentives package comprises of some combination of monetary and non-monetary incentives other than CWAIP.
4. The method according to claim 1, wherein said incentives package comprises of CWAIP and one or more of additional incentive(s).
5. The method according to claim 1, wherein said incentives package is offered not cost-free but at a fee.
6. The method according to claim 1, wherein said license is received at a fee.
7. The method according to claim 1, wherein more than one type of qualified communities are selected in step 1 (b).
8. The method according to claim 1, wherein more than one of said template website applications are prepared in step 1(d).